

Remote Exhibiting Plan

Dates: April. 7 (Wed) – 9 (Fri), 2021

Venue: Portmesse Nagoya

Organizer: Reed Exhibitions Japan

Key Point: Remote Exhibit Plan is not only online business meeting service.

Under the COVID-19 Pandemic in Japan companies, the determinative introduction to the new product can be divided into below three types on product and service.

1. Buy the products only according to the photos of the picture and description
→ online shopping (B to C)
2. Make confirmation and buy the products after hearing the explanation about the product onsite.
→ onsite sales (B to B)
3. After listening to the explanation on the products and clearing up questions and buy the products eventually
→ online business meeting (B to B)
→ 2 and 3 are more widely acceptable.
→ To meet the satisfaction of visitors from Japan on 2 and 3, we decided to use both online business meeting service and booth at show.



You can approach both visitors at the show ground and visitors online.

You can be sitting in your office in Vietnam

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graph TD; A[You can be sitting in your office in Vietnam] --> B[Direct sale]; A --> C[Online Business meeting]; B --> D[1. Booth at show by remote video system]; C --> E[2. meet your visitors online using online meeting system];
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Direct sale

Online Business meeting

1. Booth at show by remote video system

2. meet your visitors online using online meeting system

Remote Exhibiting Plan: Online business meeting system+Booth at show

You can both get contacted with:
1. Visitors at the show ground
2. Visitors on line

Visitors at the show ground

In addition to the online visitors, you can approach the visitors that come to the show!

At your booth, you will have an interpreter (part of the Remote Exhibiting Plan) to:

- Explain your products and connect the visitors to you online.
- Collect business cards and hand out brochures/samples.

Interpreter



Visitors

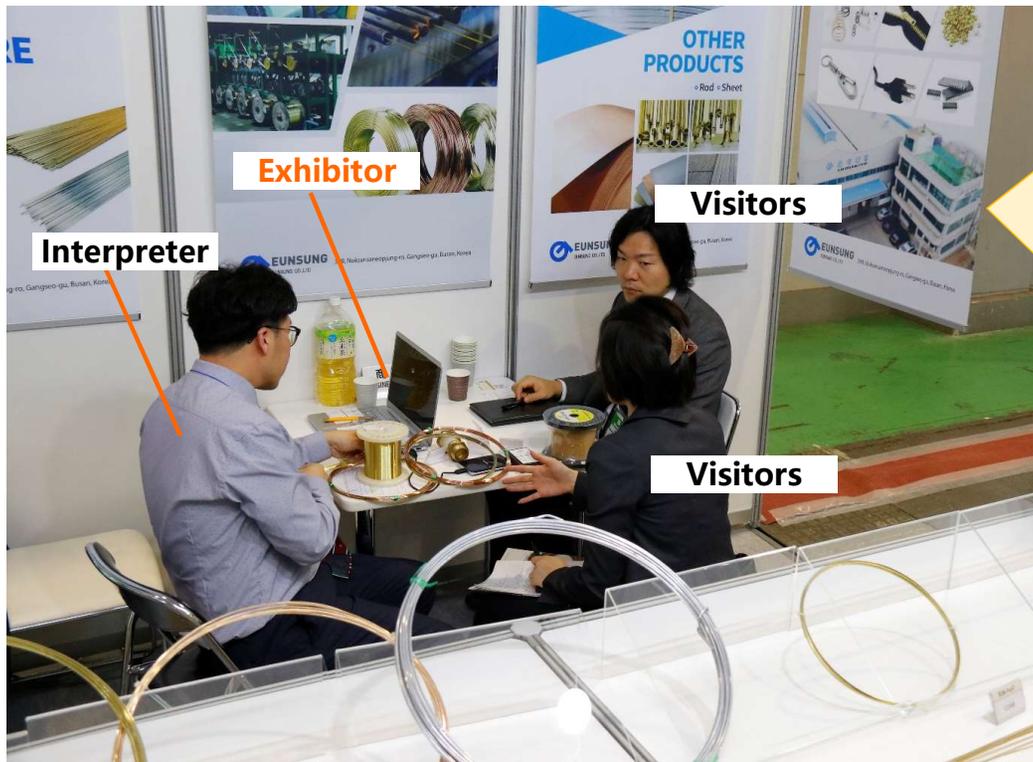
Sample image:

Visitors on line

Exhibitors have access to the visitors online:

- You can communicate by video call, chat system, and email.
- You will know who (company and name) is visiting your online booth in real-time and approach them by chat or email.
- If you miss the visitor who visited your virtual booth in real-time, you can get back to them by email/chat.
- You will receive a list of visitors who downloaded your PDF files from your virtual booth.
- In addition to the 3 day-show period, the system will be open 2 weeks prior to the show so visitors can see your virtual booth and download PDF files before the show opens.
- You can also approach the International visitors using this system.

【Physical Booth】 What you can do by the remote exhibiting plan?



- 1 . Conduct face-to-face meetings with the visitors onsite.
- 2 . Free interpreter onsite can help you conduct business meeting.
- 3 . Explain products and company information on behalf of you.
- 4 . Conduct technological business meetings by remote video system

You can conduct business meetings in Vietnam with the visitors onsite!

【Physical Booth】 What you can do by the remote exhibiting plan

- 1 . Have greeting to the visitors passing by your booth
- 2 . Ask the interpreter to hand out the brochures and samples.
- 3 . Interpreter help you collect or take photos or scan their business cards
- 4 . Introduce your products in Japanese and connect the visitors to you online.



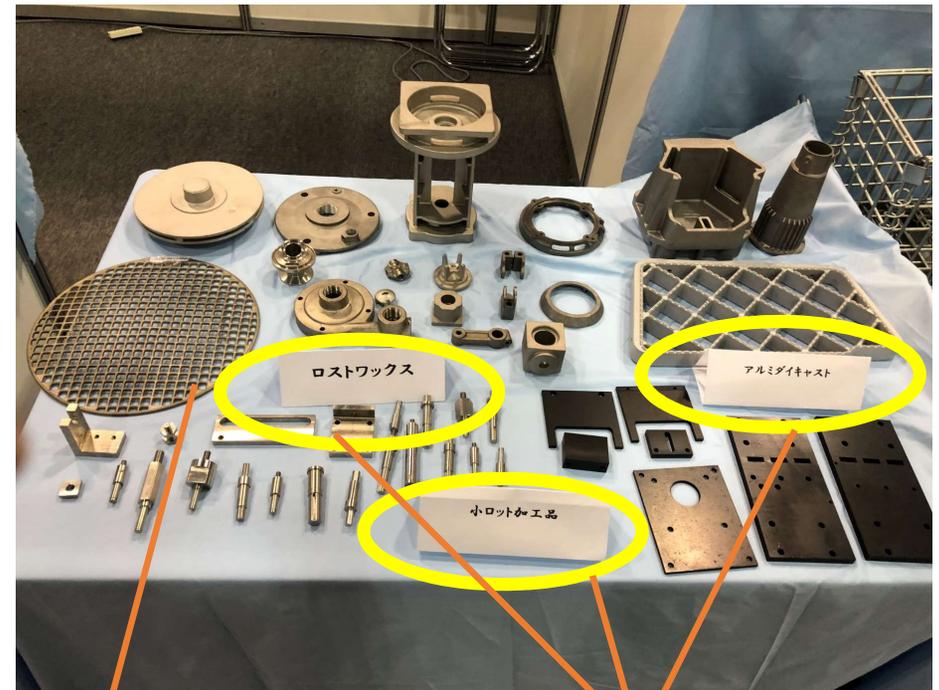
You will know who (company and name) is visiting your online booth in real-time.

【Physical Booth】 Organizer will set up your onsite booth



Put on posters

Make catchphrase in Japanese



Display exhibits

Make free product card in Japanese

Organizer will arrange pre-meetings with interpreters prior to the show.

Have pre-meeting with the translating company, introducing about the exhibitors detailed information.



**Interpreter became
salesman**

- Explanation on the customs of visitors
- The tips on display of the exhibits
- The tips for talk with Japanese visitors
- The tips to attract more Japanese visitors onsite



【Online Booth】 You can approach the online visitors

1. You can set up your virtual booth.

SAMPLE



- The system will be open 2 weeks prior to the show.

- You will receive a list of visitors who downloaded your PDF files from your virtual booth.

- You can reach out to the visitors who viewed your virtual booth by email/chat.

【Online Booth】 You can approach the Online Visitors

2. You can approach the Online Visitors

- 1. 1 weeks before the show, your virtual booth will be open to visitors and you will start to receive appointment requests from them.
- 2. Exhibitors can fix appointments either onsite or online and manage the meeting schedule by this system.
- You can conduct onsite and online meetings with visitors during the show.

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Legend: ■ Online Meetings ■ Onsite Meetings

*The display image is for illustration purpose only.

【Online Booth】 You can approach the Online Visitors

3) You can communicate by video call, chat system, and email.

1 Video Call with Online Visitors



2 Real-Time Chat with Online Visitors



3 Talk to Online Visitors Browsing Your Booth by Chat System



■ You will know who (company and name) is visiting your online booth in real-time and approach them by chat or email.

■ If you miss the visitor who visited your virtual booth in real-time, you can get back to them by email/chat.

*The display image is for illustration purpose only.

【Online Booth】 Organizer support to make your virtual booth

Information service on virtual booth set-up.

1. How to choose product photos to make the better effects on the show
2. What kind of introduction to the company product uploaded will easily make Japanese visitor download?
3. How to make the attractive poster online?
4. Tips to have a talk online in the way of Japan style.



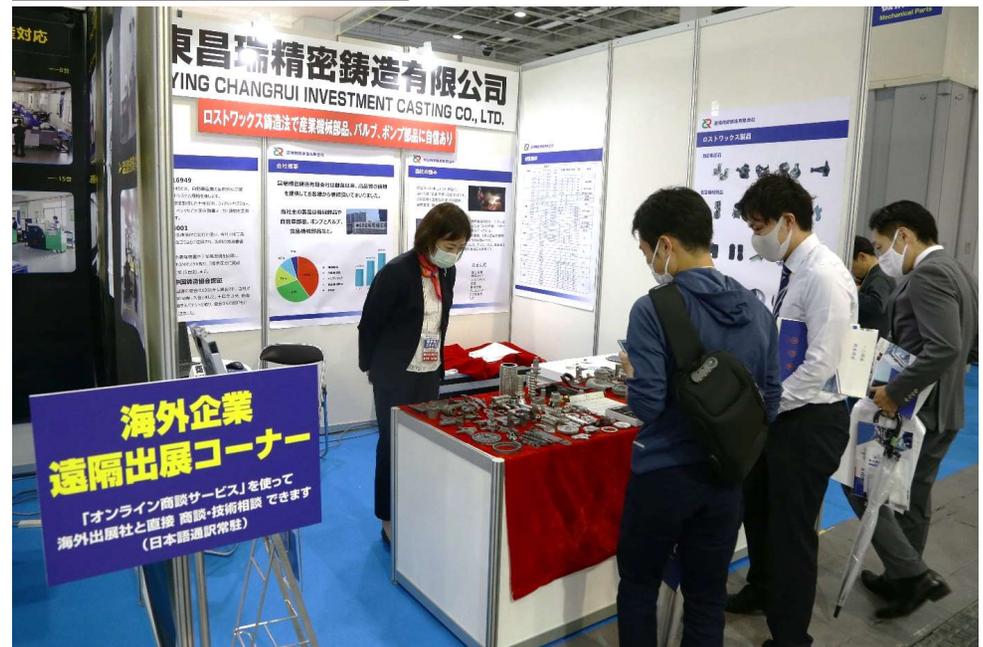
Interview with remote exhibitors ①

This is the 6th time we've exhibited at M-TECH Osaka and the results have been better every year. Due to Covid-19, Chinese companies were unable to actually attend the exhibition, but after hearing about the remote exhibition, we thought it might be a good opportunity, and we found that it really worked.

- The organisers helped to set up the booth and the on-site interpreter was responsible for sales matching, which was very successful.
- One company has ordered 1,000 products and, if all goes well, expects sales of around \$10,000!
- It is not much different from exhibiting physically myself. On-site interpreters can convey customers' needs in a prompt way through online negotiation platforms and WeChat, and can basically solve customers' problems immediately.



Shandong Dongying Changrui Precision Casting Co., Ltd
Mr. Luo, Japan Sales Manager



Interview with remote exhibitors ②

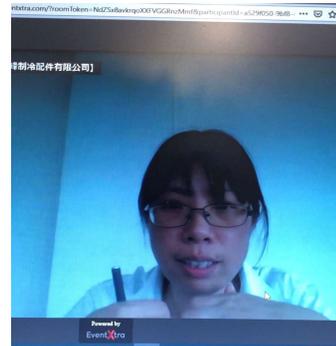
It's the 2nd second time we have attended M-Tech Osaka, and the results were positive.

- We are a manufacturer of air conditioning parts and found our target customers. Daikin Air Conditioning, Panasonic, Rinnai and Mitsubishi Electric all came to our booth!

- Remote exhibition (online + offline exhibition) is very good. There is a sales person on site to explain the products and collect business cards, much better than only online exhibition.

- Remote exhibiting saves travel time to/from Japan and makes it easy to communicate directly with customers without traveling.

Under the current epidemic, if there is a remote exhibition at the Tokyo show in 2021 February, we will continue to consider it.



Zhejiang Dongfeng Refrigeration Components Co., Ltd.
Ms. Pan, Overseas Sales Manager



Interview with remote exhibitors ③

This was our 2nd time at M-Tech Osaka and we had a very good meeting.

- We are a manufacturer of metal hoses and tubes and we met a lot of target customers from the industry this time!
 - Panasonic, Murata Manufacturing, Yamazen, Yamato House, etc. all came to our stand for discussions!
 - Remote exhibition saves around \$7,500 in personnel costs and allows direct communication with customers without coming to Japan.
 - Many outreach exhibitions have been cancelled due to Covid-19, so it is good to be able to follow existing customers and develop new clients remotely.
- If the epidemic is still not under control in the first half of next year, we will also consider applying to exhibit remotely.



Zhejiang Flexible Technology Co., Ltd.
Mr. Xu, Overseas Sales Manager



Standard Plan

A bilingual staff will be stationed at your booth for three days and conduct sales activity onsite. Also, she/he will arrange online meetings between you and visitors who are interested in your products/technologies at the venue.

Price : JPY 778,800 per 8.1 sqm (Tax included)

What's included?

- Fully-furnished with Rental Display System and a tablet device for online meetings is provided.(For more details, please refer to the attached file.)
- Show Management staff will decorate your booth such as putting posters, displaying products/technologies, etc.
- A bilingual staff will stay at your booth whole three days and explain your products/technologies to visitors onsite on behalf of you.
- When the bilingual staff finds visitors who are interested, she/he will call you online and translate the meeting.

※ Exhibitors will be in contact with the bilingual staff before the show via e-mail to provide details of your products/technologies.



Booth image

A bilingual staff will be stationed at your booth to explain about your products/technologies to the visitors and collect their name cards.

You can conduct online business meetings with the visitors online via the "Online Meeting Service". The bilingual staff will translate the meetings.